

BOOK REVIEW

Tourism and Cricket Travels to the Boundary

Tom Baum and Richard Butler (2014). Channel View Publications, Bristol, Buffalo, Toronto +184 pages.

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Tourism and Cricket. Travels to the Boundary: This book is probably the most ultimate expression of Englishness, as it is target to cricket. The aim of this book is to identify tourism dimensions to international and more parochial forms of cricket. There are three parts which explain the above such as the geography of cricket, nostalgia at the boundary, cricketers as tourists, with a precise way with many references.

At the first part the reader will travel the entire route beside cricket. Tours have been an integral part of the game, for players and spectators. The effects of linking cricket and tourism are organized under eleven headings. First, the major benefit of linking cricket and tourism is the way by which they draw on and promote nostalgia, often in ways that link to searches for and reinterpretation of national identities.

At the second part, nostalgia is bound up with cricket, but also with sport generally and with tourism. At this book, Rupertswood will be explored, which is known as the “Birthplace of the Ashes” (one of the world’s most sought-after sporting trophies). While reading this chapter the reader can explore how the tourist visiting Rupertswood or visiting some of the historic tourist attractions in Sunbury, heritage becomes somehow embodied and personified by the experience and images of past residents and visitors of the mansion and impressive surrounds. If the reader understand heritage as a process that constructs meaning about the past, then the construction of cricket heritage at Rupertswood is illustrative of this process. No wonder *Tourism and Cricket* has developed such an avid following the thought of nationalism under the umbrella of tourism.

Thus, physical toughness, ‘mateship’ and the ability to withstand hardship were foundational in the development of an Australian identity. The way in which ‘the Ashes’ came into being at Rupertswood and Australia’s proud test cricket heritage with England are vital elements of the Australian concept of mateship. The enduring cricketing story of “the Ashes” holds an important place in the heritage, culture and identity of Sunbury, and for the wider cricketing community – particularly in Australia and England. Furthermore, this book attempts to reveal how intangible and tangible cricket heritage is experienced and imagined by business operators, locals and tourists in Sunbury.

The word nostalgia stems from the Greek words ‘nostos’, translated as ‘returning home’, and ‘algos’ meaning ‘pain, suffering or grief’. The nostalgic value of cricket for Australians is deep-rooted in matters of nationalism and independence, hence the consolidated status of Australian cricket as a ‘national sport’ or ‘cultural practice’ in Australia. The ‘home’ of cricket is Lord’s Cricket Ground in London, England as commonly referred and recognized. The ‘spiritual’ importance of Lord’s is further reinforced and is called as the ‘cathedral of cricket’. Lord’s Cricket Ground is a strong nostalgic importance to Australian cricket fans, enthusiasts, visitors, tourists and spectators journeying to England to watch ‘the Ashes’.

Third, like much of tourism, much of cricket can be seen as a search for time out in a pleasanter place. Sport and tourism have long been linked in all minds. Moreover the writers identify Ecotourism, wildlife watching, adventure travel and gourmet tours as exclusive, worthy and highly desirable. The rapidly growing phenomenon of fan-led supporter tour groups such as the Barmy Army introduces a new style of emotionally charged tourism. As a tourism experience, it is certainly profound, providing a strong sense of positive communitas. The conceptualization of sports tourism as being derived from the unique interaction of activity, people and place has, once again, been useful in appreciating aspects of provision behavior. Some strategies, such as the generation of repeat visits, aim to create a unique experience of activity, people and place.

This book also examines the economic impact of the development of the Rose Bowl, how it came into existence as the home of Hampshire Country Cricket and how the venue has become more than just a home for cricket. As with many modern sports facilities, the Rose Bowl now accommodates a range of additional services and facilities, most related directly or indirectly to its primary cricketing function. The obvious direct benefits of major sporting events (new facilities and visitor spending) are supplemented in most cases by a post-event tourism boost.

The **Tourism and Cricket** Travels to the Boundary is a book that could be useful to sport tourism studies. It could be an excellent student’s handbook at universities with one condition to be added questions to the end of each chapter for personal study and homework. The cricket’s link to tourism could also be added with calls for case studies with different nations for university students. This book is a part of cricket’s route in this century.